

FIG. 1

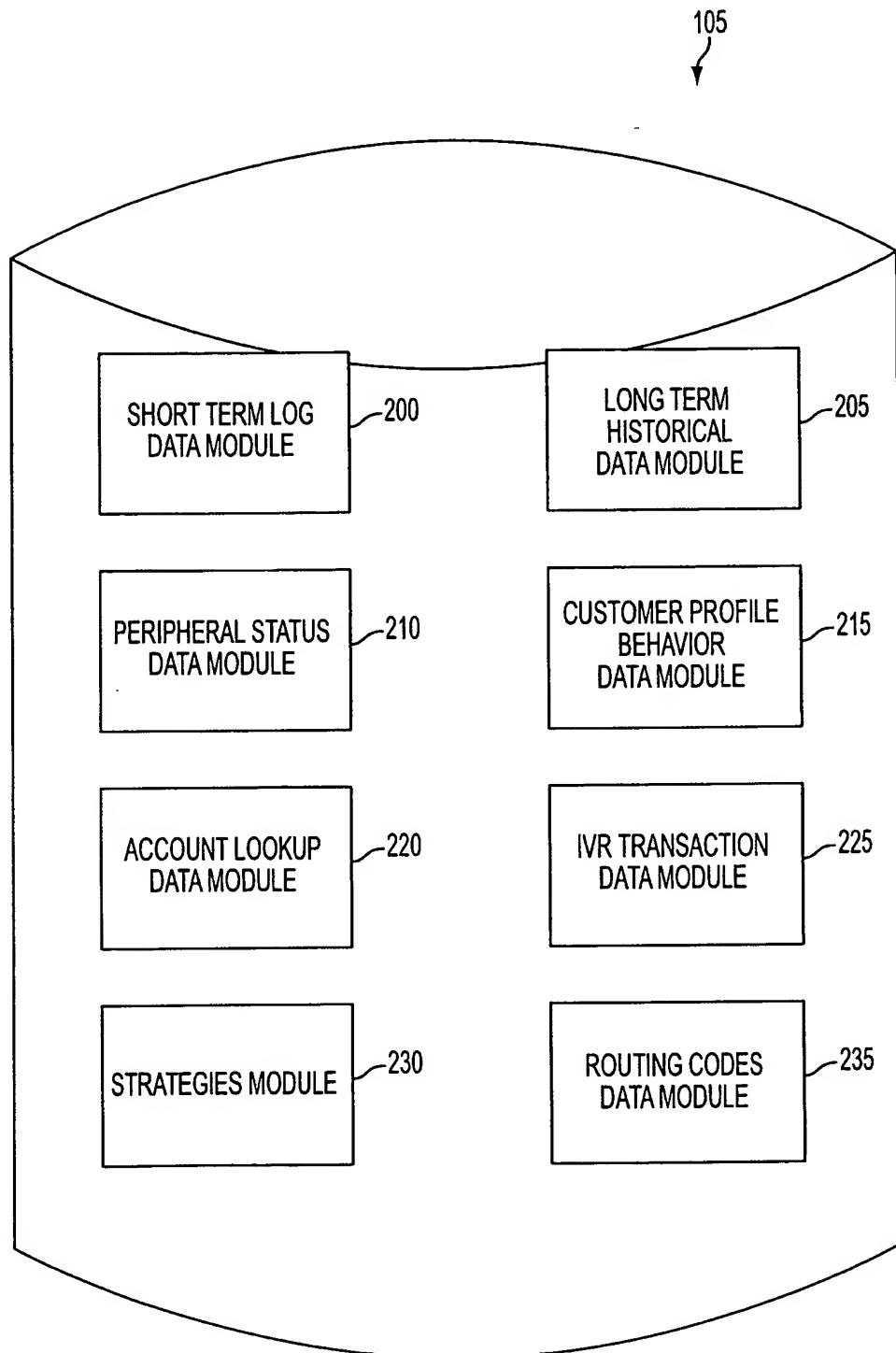


FIG. 2

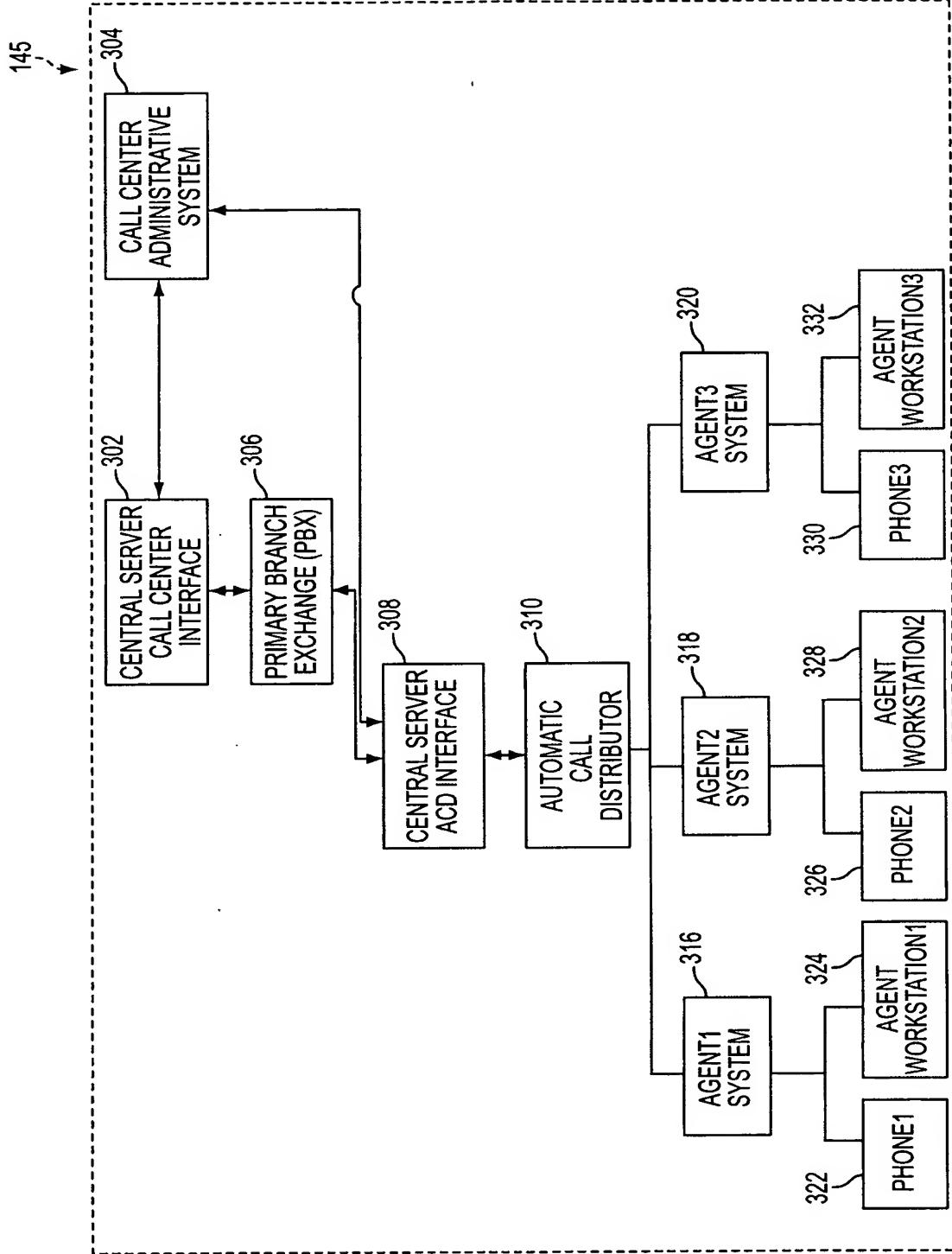


FIG. 3

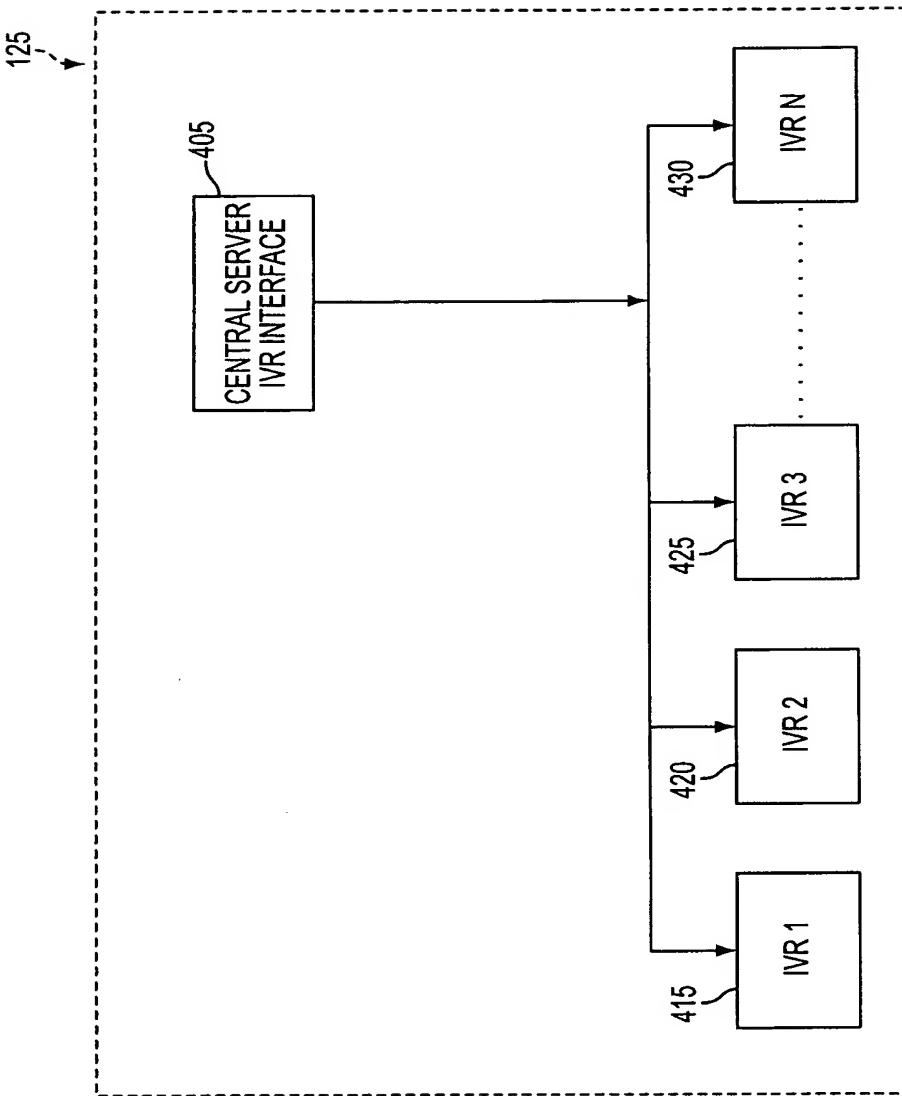


FIG. 4

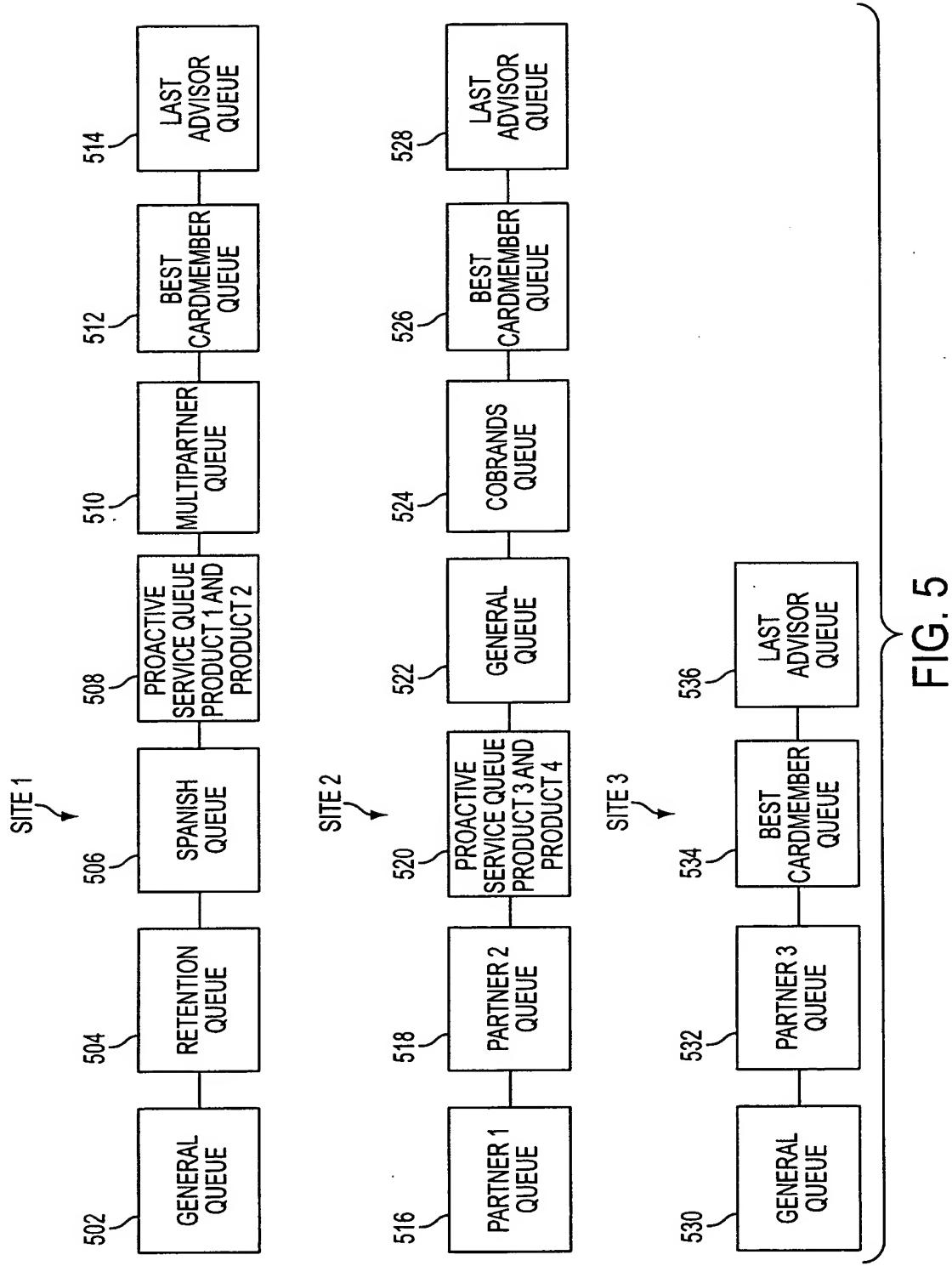


FIG. 5

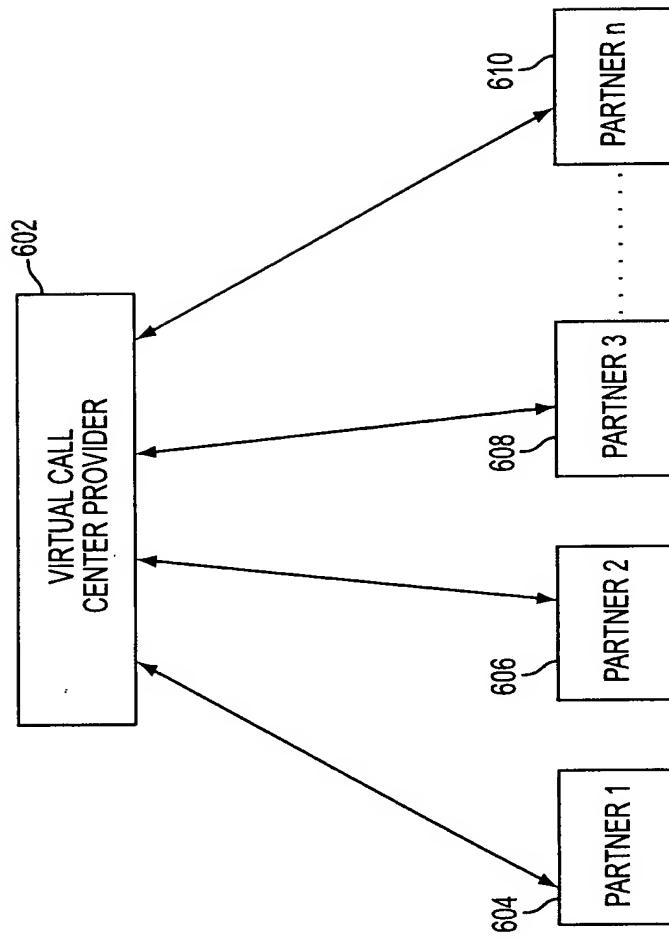


FIG. 6

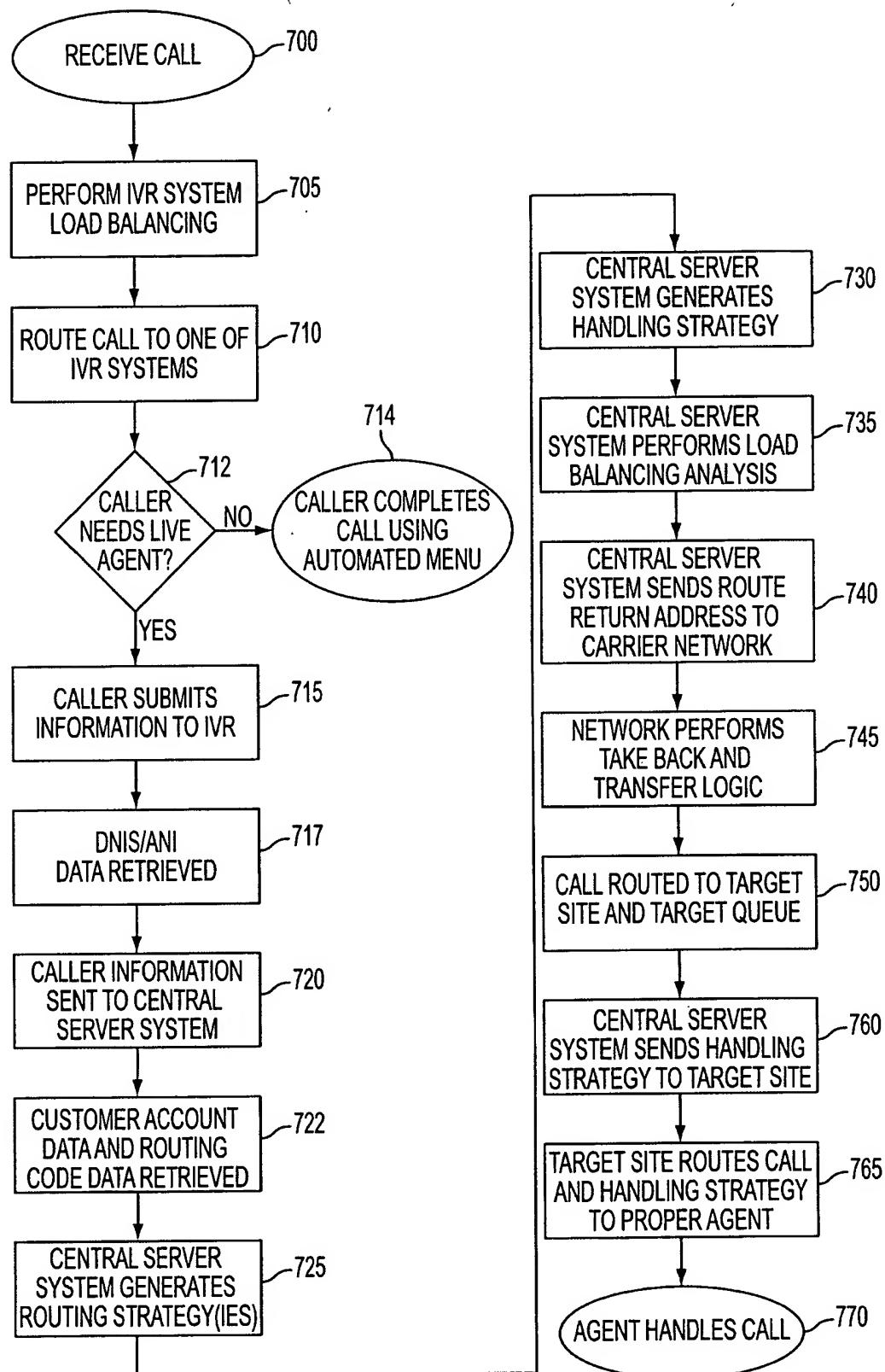


FIG. 7

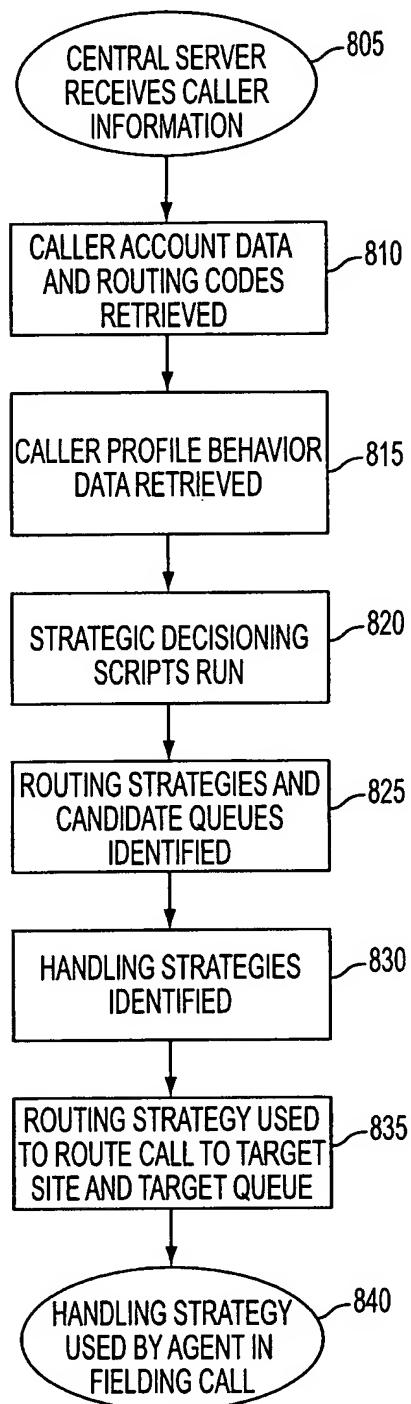


FIG. 8

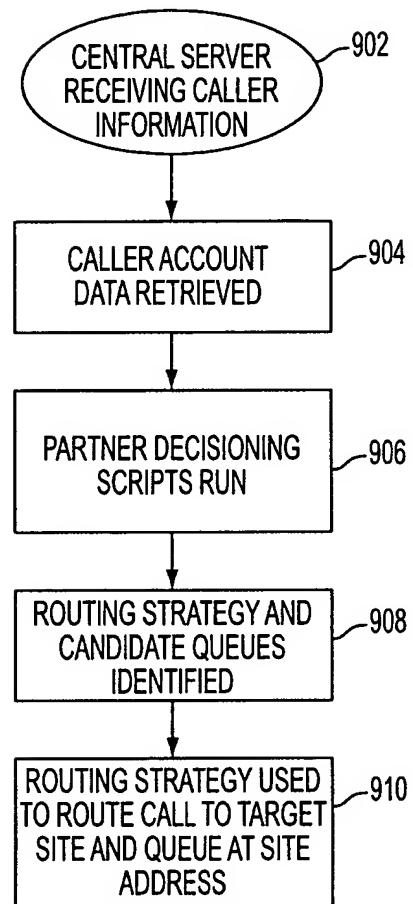


FIG. 9

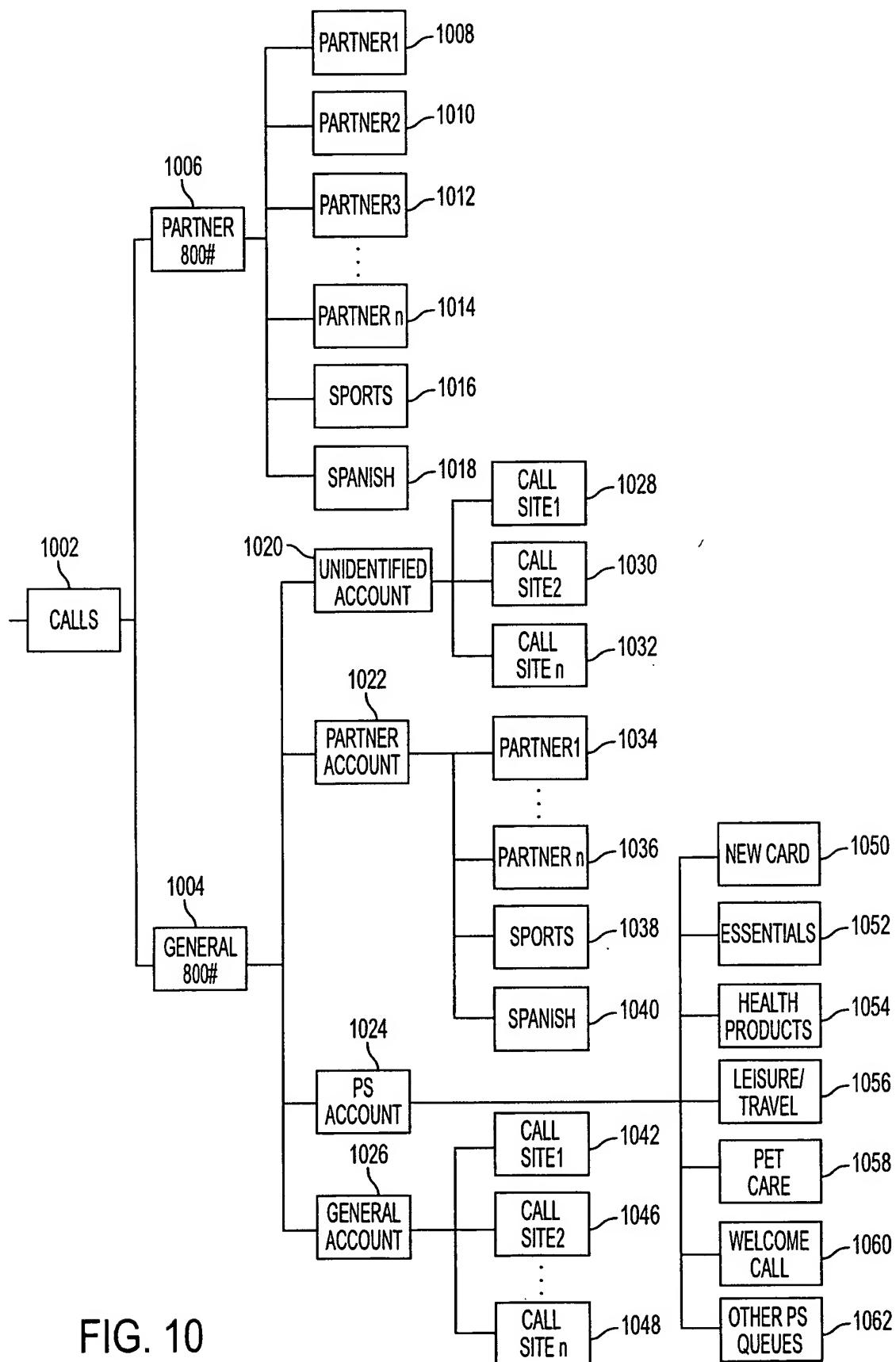


FIG. 10

Title of Invention: System and Method of intelligent
Call Routing for Cross Sell Offer ...
Inventor's Name: izhi MA et al

Application No.: To Be Assigned
Attorney Docket No.: 47004.000280
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FIG. 11

110

BEST AVAILABLE COPY

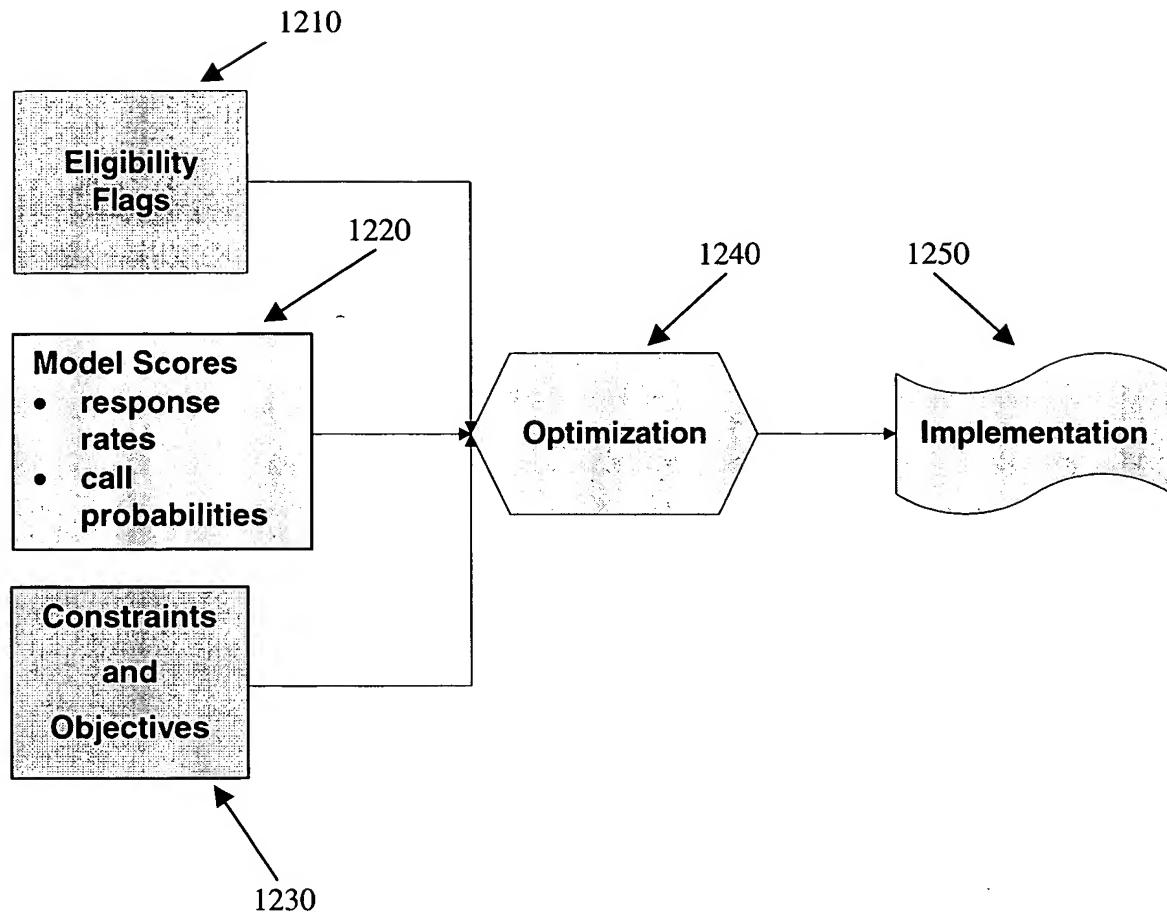


FIG. 12

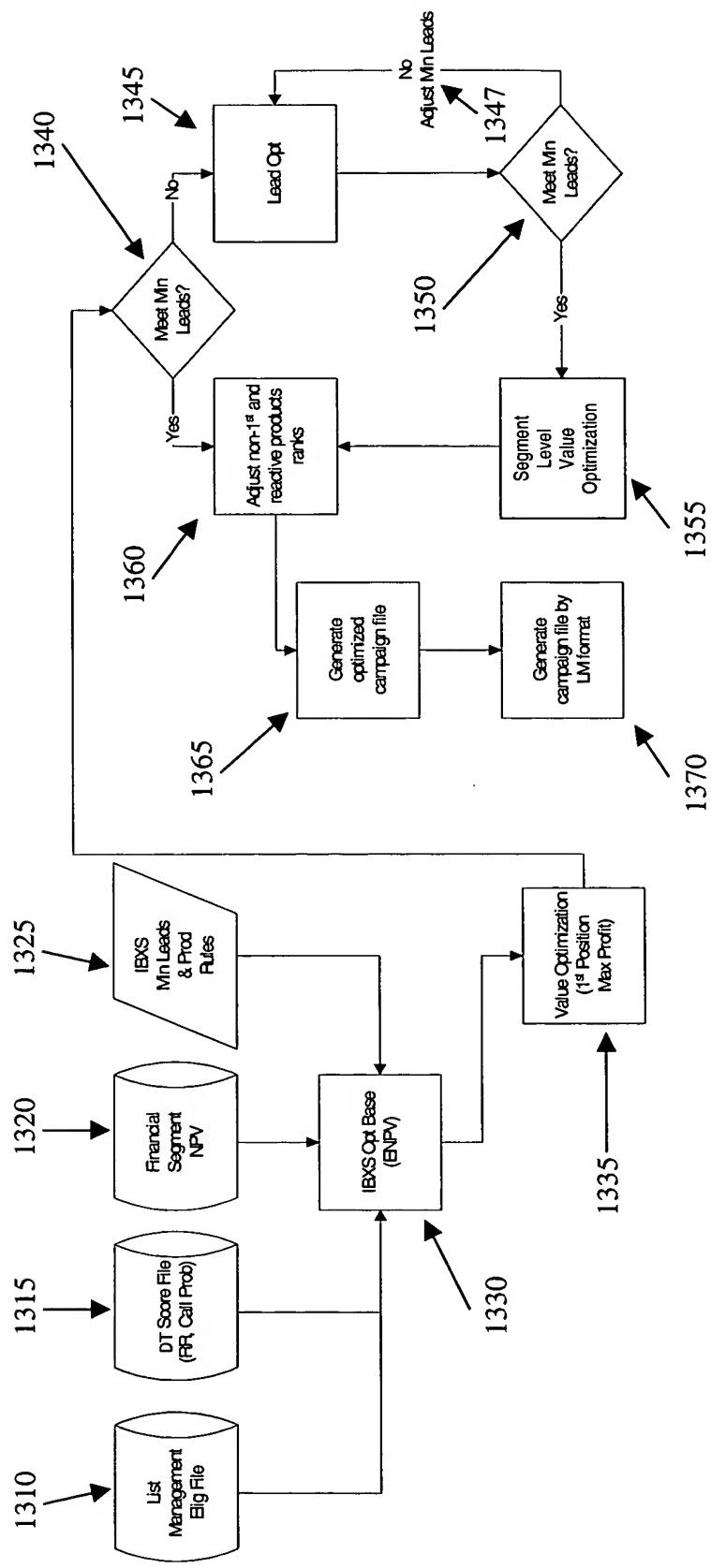
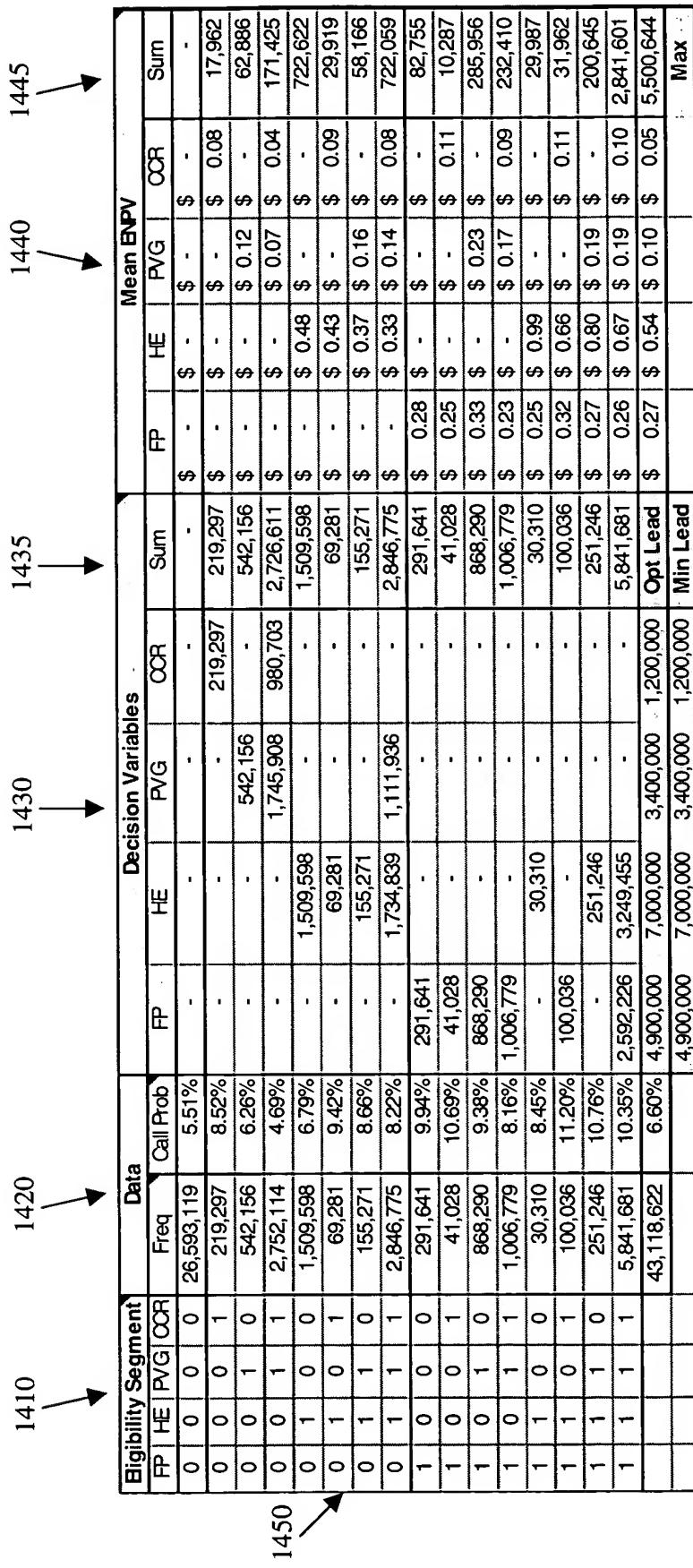


FIG. 13



Eligibility Segment		Data				Decision Variables				Mean ENPV					
FP	HE	PVG	OOR	Freq	Call Prob	FP	HE	PVG	OOR	Sum	FP	HE	PVG	OOR	Sum
0	0	0	0	26,593,119	5.51%	-	-	-	-	\$ -	\$ -	\$ -	\$ -	\$ -	-
0	0	0	1	219,297	8.52%	-	-	-	-	219,297	\$ -	\$ -	\$ -	\$ 0.08	17,962
0	0	1	0	542,156	6.26%	-	-	-	-	542,156	\$ -	\$ -	\$ 0.12	\$ -	62,886
0	0	1	1	2,752,114	4.69%	-	-	1,745,908	980,703	2,726,611	\$ -	\$ -	\$ 0.07	\$ 0.04	171,425
0	1	0	0	1,509,598	6.79%	-	1,509,598	-	-	1,509,598	\$ -	\$ 0.48	\$ -	\$ -	722,622
0	1	0	1	69,281	9.42%	-	69,281	-	-	69,281	\$ -	\$ 0.43	\$ -	\$ 0.09	29,919
0	1	1	0	155,271	8.66%	-	155,271	-	-	155,271	\$ -	\$ 0.37	\$ 0.16	\$ -	58,166
0	1	1	1	2,846,775	8.22%	-	1,734,839	1,111,936	-	2,846,775	\$ -	\$ 0.33	\$ 0.14	\$ 0.08	722,059
1	0	0	0	291,641	9.94%	291,641	-	-	-	291,641	\$ 0.28	\$ -	\$ -	\$ -	82,755
1	0	0	1	41,028	10.69%	41,028	-	-	-	41,028	\$ 0.25	\$ -	\$ -	\$ 0.11	10,287
1	0	1	0	868,290	9.38%	868,290	-	-	-	868,290	\$ 0.33	\$ -	\$ 0.23	\$ -	285,956
1	0	1	1	1,006,779	8.16%	1,006,779	-	-	-	1,006,779	\$ 0.23	\$ -	\$ 0.17	\$ 0.09	232,410
1	1	0	0	30,310	8.45%	-	30,310	-	-	30,310	\$ 0.25	\$ 0.99	\$ -	\$ -	29,987
1	1	0	1	100,036	11.20%	100,036	-	-	-	100,036	\$ 0.32	\$ 0.66	\$ -	\$ 0.11	31,962
1	1	1	0	251,246	10.76%	-	251,246	-	-	251,246	\$ 0.27	\$ 0.80	\$ 0.19	\$ -	200,645
1	1	1	1	5,841,681	10.35%	2,592,226	3,249,455	-	-	5,841,681	\$ 0.26	\$ 0.67	\$ 0.19	\$ 0.10	2,841,601
				43,118,622	6.60%	4,900,000	7,000,000	3,400,000	1,200,000	Opt Lead	\$ 0.27	\$ 0.54	\$ 0.10	\$ 0.05	5,500,644
						4,900,000	7,000,000	3,400,000	1,200,000	Min Lead					Max

FIG. 14

1400

1450

From List Management				Scores				Profit Measures				Objective Function				Output			
Account #	FP	HE	PVG	FP	HE	PVG	NPV values	FP	HE	PVG	ENPV	FP	HE	PVG	FP	HE	PVG		
xxxx5046	1	0	1	BLEND	34.32%	4.37%	23.85%	105.83	51.18	26.76	1.586	0.000	2.190	1	0	2			
xxxx1657	0	1	1	BLEND	35.46%	7.25%	7.44%	105.83	51.18	26.76	0.000	1.351	2.228	0	2	1			
xxxx7459	0	1	1	BLEND	32.51%	4.29%	7.35%	23.48%	105.83	51.18	26.76	0.000	1.222	2.043	0	2	1		
xxxx0080	0	1	1	BLEND	22.94%	2.89%	10.92%	34.58%	105.83	51.18	26.76	0.000	1.281	2.122	0	2	1		
xxxx1322	1	1	1	EMOB	44.77%	2.24%	20.10%	5.14%	32.36	148.72	8.43	0.324	13.381	0.194	3	1	4		
xxxx5650	0	1	1	BLEND	31.30%	7.98%	7.36%	26.56%	105.83	51.18	26.76	0.000	1.179	2.225	0	2	1		
xxxx6396	1	1	1	BLEND	27.74%	4.67%	9.92%	27.55%	105.83	51.18	26.76	1.370	1.408	2.045	3	1	2		
xxxx4506	0	1	1	BLEND	35.43%	1.93%	14.84%	21.56%	105.83	51.18	26.76	0.000	2.692	2.045	0	2	1		
xxxx9484	0	1	1	BLEND	27.41%	5.56%	10.20%	29.75%	105.83	51.18	26.76	0.000	1.431	2.182	0	2	1		
xxxx4972	1	1	1	BLEND	37.96%	2.81%	22.16%	20.05%	105.83	51.18	26.76	1.130	4.306	2.037	3	1	2		
xxxx44102	0	1	1	BLEND	28.90%	8.52%	10.82%	25.94%	105.83	51.18	26.76	0.000	1.601	2.006	0	2	1		
xxxx5005	1	1	1	EMOB	45.30%	3.29%	19.40%	8.60%	32.36	148.72	8.43	0.482	13.070	0.328	2	1	4		
xxxx2804	0	0	1	BLEND	28.20%	3.55%	8.13%	28.99%	105.83	51.18	26.76	0.000	0.000	2.187	0	0	0		
xxxx8162	0	1	1	BLEND	26.35%	6.14%	12.84%	28.59%	105.83	51.18	26.76	0.000	1.732	2.016	0	2	1		
xxxx9159	1	1	1	BLEND	39.14%	17.58%	10.21%	11.15%	105.83	51.18	26.76	7.285	2.046	1.168	1	2	3		
xxxx4480	0	1	1	BLEND	34.92%	2.94%	11.48%	23.13%	105.83	51.18	26.76	0.000	2.051	2.161	0	2	1		
xxxx1804	1	0	0	BLEND	33.10%	21.41%	10.16%	8.13%	105.83	51.18	26.76	7.501	0.000	0.000	1	0	0		
xxxx7227	1	1	1	EMOB	34.76%	2.51%	25.30%	9.55%	32.36	148.72	8.43	0.283	13.078	0.280	2	1	3		
xxxx3574	1	1	1	EMOB	41.93%	2.82%	21.07%	8.53%	32.36	148.72	8.43	0.383	13.140	0.301	2	1	4		
xxxx6964	0	1	1	BLEND	25.52%	27.18%	7.15%	11.86%	105.83	51.18	26.76	7.342	0.934	0.810	1	2	3		
Total leads position 1				Min. lead constraints				6MM				5MM				4MM			

FIG. 15

1500